

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claims 1-8 (canceled).

9. (Original) A system for collecting market data, said system comprising:

a data collection device having a first and a second side, said first side having a plurality of preprinted questions for collecting demographic data, said device having a unique identifier, said demographic data including name and contact information, said second side having advertising copy;

a first computer system including: a processor, a memory for storing instructions executable by said processor, and at least one database of searchable information, said searchable information including said demographic data linked to said unique identifier; and

a second computer system connected to said first computer system, said second computer system including a processor, a memory for storing instructions executable by said processor, and a display device for displaying information received from said first computer system.

10. (Original) The system of claim 9 wherein said second computer system is connected to said first computer system via the Internet.

Claims 11-15 (canceled).

16. (Original) A method of direct marketing comprising the steps of:

distributing a device for collecting demographic data, said device having a unique identifier and comprising at least a first portion and a second portion, said first portion being used to collect at least a patron's name and associate said name with said unique identifier, said second portion having at least one coupon, said coupon containing said unique identifier, said coupon being used to collect additional information regarding said patron;

creating a database, said database comprising said demographic data for potential customers;

updating said database with said additional information;

refining said database according to a set of filters, said filters organizing said

demographic data to remove duplicates;  
receiving a query, said query sorting said data in said database;  
creating and implementing a tactical data marketing initiative;  
deploying said tactical data marketing initiative;  
capturing event data, said event data; and  
monitoring said event data to create and modify future tactical data marketing initiatives.

17. (Original) The method of claim 16 wherein the filters organize said demographic data to minimize postal costs.
18. (Original) The method of claim 16 wherein said tactical data marketing initiative comprises concept development, graphic design, mechanical production, printing, and project management.
19. (Original) The method of claim 16 wherein said tactical data marketing initiative is deployed in a manner to minimize cost.
20. (Original) The method of claim 16 wherein said demographic data for potential customers is collected using a device for collecting data comprising:
  - a first area containing a unique identifier and preprinted questions, said questions for eliciting said data and a second area having preprinted coupons, said coupons for entering contests, said coupons having said unique identifier.
21. (Original) A system for collecting market data, said system comprising:
  - means for collecting data, said data including demographic data, said demographic data associated with a unique identifier, said demographic data including name and contact information;
  - means for providing a database of searchable information, said searchable information including said demographic data linked to said unique identifier; and
  - means for searching said database of searchable information;
  - wherein said means for providing a database of searchable information is linked to said means for searching said database of searchable information.